International Journal on Culture, History, and Religion
https://ijchr.net | eISSN: 3028-1318

Received: May 21, 2025 | Accepted: June 28, 2025 | Published: July 11, 2025
Volume 7 Special Issue 2 | doi: https://doi.org/10.63931/ijchr.v7iSI2.145

Article

Understanding the Perceived Cultural Factors on Food Preferences among Generation Z in Bulacan: Insights for the Local Food Business Sector

Dr. Allan B. Pleno[1], Loui Maie C. River, MBA[1], and Dr. Bayani O. De Asis Jr.[2]
[1]Bulacan State University, [2]National University-Baliuag
Correspondence: allen.pleno@bulsu.edu.ph

Abstract

This study explores the various cultural factors on the food preferences among Generation Zs' highlighting emerging trends such as food and health-nutrition, mood as emotional connection, ethics and environmental concern, convenience pattern, weight control and food sensory appeal, in Bulacan, Philippines. The findings highlight the significance of Malolos City as the primary residence of respondents, with a population of 261,189, emphasizing its role as a political and cultural hub. The research reveals that 29.3% of respondents are 20 years old, and 24.4% are 19 years old, indicating a substantial consumer base with growing spending power. Statistical analysis show that while males place greater importance on weight control, Overall differences between male and female respondents regarding food selection criteria are not statistically significant. Additionally, self-employed individuals rated sensory appeal significantly higher than employed respondents, while convenience perceptions approached significance among unemployed respondents. These findings provide practical implications for the food business industry, enabling businesses to tailor marketing strategies and product offerings to meet the diverse needs of Generation Z. The study contributes to consumer behavior literature by examining the interplay of demographic factors and psychological constructs, laying the groundwork for future research on generational food patterns.

Keywords: *Cultural Factors, Food Preferences, Generation Z, Food Business Sector*

Suggested citation:
Pleno, A., Rivera, L M., & De Asis Jr., B. (2025). Understanding the Perceived Cultural Factors on Food Preferences among Generation Z in Bulacan: Insights for the Local Food Business Sector. *International Journal on Culture, History, and Religion, 7*(SI2), 111-138. https://doi.org/10.63931/ijchr.v7iSI2.145

Introduction

The local food industry sector needs to comprehend how culture affects Bulacan's Generation Z's food choices. The varied and changing culinary preferences of Generation Z, which was born between 1995 and 2012, are influenced by family dynamics, digital media exposure, and socio-cultural variables (Alejandro, 2022; Research Publish, 2022). Filipino Gen Z exhibits a distinct fusion of openness to international dishes and pride in native food, shaped by the historical American presence and current social media tendencies (Global Market Surfer, 2025). Food is important to this age as a source of nutrition, emotional connection, behavioral factors, and self-expression, frequently influenced by peer and family preferences (Research Publish, 2022; Global Market Surfer, 2025). Knowing these cultural factors can assist food companies in customizing goods and advertising tactics to the unique tastes of Gen Z customers in Bulacan.

As the food industry looks to thrive in this dynamic landscape, understanding the preferences of Generation Z becomes essential. By tapping into their insights and leveraging social media trends, restaurants and food brands can create innovative offerings that resonate with this demographic. This approach enhances customer satisfaction and drives growth in an increasingly competitive market. Embracing these changes will be crucial for food businesses aiming to remain relevant and successful. According to Anggraeni et al. (2023), Generation Z 2018 made up to 14.6 billion restaurant visits, equivalent to a quarter of all foodservice traffic. In addition, Generation Z oversees different restaurant industry trends because they are the next batch of consumers, so restaurants need to court them and forcing restaurants to reconsider their current menus and change them into what food that Generation Z desires examples are street food, chicken, plant-based food, fermented, etc. (Jennifer McClellan, 2017). Generation Z is the driving force behind the trend because they constantly hold their phones, check their social media, or communicate with other people when they enter a restaurant, indicating that they are more technologically savvy than prior generations. With phones, they can view the menu online and post feedback in real-time. Most of the Gen Z decided to dine in a restaurant because of the influence on their social media accounts. If restaurants have an Instagram-worthy dish, this generation will be driven to eat in a restaurant. A social media account is a key to attracting these types of customers (Verma, S. 2013). They can tag the restaurant in their post, which can be a form of advertisement to attract other customers.

According to Aaron Allen (2020), Generation Z is projected to account for 32.8% of the global population, surpassing millennials and baby boomers. This demographic shift means that restaurants must pay close attention to the preferences of this new

generation of customers. One significant trend is their inclination towards healthier food options. Words like "organic," "natural," and "allergen-conscious" resonate with them, as highlighted by the Tufts Nutrition Report (Global N., 2015), which shows that Gen Z is willing to spend more on foods they perceive as healthier.

Several surveys indicate that Generation Z will likely allocate a substantial portion of their income to food. Research from Lauren Manning (2021) and Aaron Allen (2020) estimates that Gen Z has a spending power of approximately $143 billion, with 78% spending their income on food. Additionally, a study by Aramark reveals that 65% of students prefer a "plant-forward diet," and 79% are inclined to eat meatless meals at least once or twice a week. These insights underscore restaurants and food businesses' importance in innovating and adapting their offerings to align with Generation Z's values and preferences. By focusing on health-conscious options and sustainable practices, businesses can attract this influential demographic and ensure long-term success in an ever-evolving market. Several Factors are being considered that affect our food choices. Examples are biological, economic, and physical factors. Under these categories are taste, convenience, price, etc., and now, with the emerging new group of customers, Gen Z, we should know the cultural factors that affect which food they will consume. This will help the food business industry know the preferences of this new generation, consider these factors in innovating their business, and be prepared for this growing generation that will hold the most spending power.

This study aims to identify the cultural factors influencing food preferences among Generation Z in Bulacan. As this generation represents a new wave of consumers, understanding their preferences is crucial for businesses in the food industry. This research will provide valuable insights into the elements influencing their food choices, such as food and health, mood, behavioral ethics and environmental concern, convenience, weight control, food sensory, and price. By uncovering these cultural influences, the study aims to serve as a foundation for food innovation, helping food businesses tailor their offerings to meet Generation Z's evolving tastes and expectations, ultimately enhancing customer satisfaction and driving growth in the competitive food business market. To realize the goals of this study, it aims to answer the following research questions:

1. How may the cultural factors on food preferences of Gen Z in Bulacan be described in terms of health and nutrition, emotional connections, behavioral ethics, environmental considerations, convenience, weight control management, sensory appeal, and price?
2. Is there a statistically significant difference between the cultural factors in the food preferences across different demographic subgroups of Generation Z?

3. How can food businesses operating in Bulacan effectively leverage insights into Generation Z's food preferences, considering the cultural factors such as health and nutrition, emotional connections, behavioral ethics and environmental considerations, convenience, weight management, sensory appeal, and price, to innovate their product offerings and marketing strategies to increase customer satisfaction and market share?

Literature Review

Generation Z

Born between 1997 and 2012, Generation Z comprises people between the ages of 10 and 25 and is expected to overtake all previous consumer groups in terms of purchasing power in the years to come. This generation has unique tastes and habits have been the focus of various research aimed at creating successful marketing strategies because they grew up in the era of social media and the internet (Meola, 2022). With 14.6 billion restaurant visits in 2018, or 25% of all foodservice traffic, Generation Z will dominate the sector by 2026 as future customers.

The restaurant sector is undergoing significant change due to this generation, which has reassessed menus to suit their preferences better. Social media greatly influences their dining choices; marketing with eye-catching photos and videos on sites like Facebook and Instagram has a significant impact. The significance of having a good social media presence for restaurants is shown by the fact that many members of Generation Z often post pictures of restaurant environments and food. Attracting this tech-savvy generation that has grown up surrounded by internet culture requires creating an engaging online persona (Meola, 2022).

Food and Health Nutrition as Cultural Wellness Practices

A community's beliefs and holistic approach to well-being are reflected in its traditional dietary traditions, which are closely linked to food and health nutrition. In many cultures, especially Filipino communities, food is a source of nourishment to keep one physically healthy, ward off disease, and foster mental and physical equilibrium (Santos & Cruz, 2021). These culturally based dietary customs impact food choices and preferences, underscoring the significance of incorporating cultural awareness into food business and health promotion activities. The 2022 Food and Health poll focuses on Generation Z's increased knowledge of health concerns impacting their food preferences, emphasizing their preference for fresh, nutrient-dense meals that include fruits and vegetables. The projected benefits of such meals include more energy, better sleep, and improved mental and intestinal health. Antenor

et al. (2022), in a quantitative descriptive study of 103 respondents from Dasmarinas City, Cavite, discovered that Gen Z's eating choices moderately impact health satisfaction. This generation values nutrient-dense foods and is heavily impacted by social media and lifestyle trends. They are becoming more health-conscious, favoring foods low in calories, fat, and sugar but high in fiber, vitamins, and minerals.

Furthermore, Dasmarinas et al. (2020) underline the different variables Gen Z considers while purchasing food, such as quality, cleanliness, freshness, and nutritional value. Health concerns, as well as a desire for unique and delicious options, influence their tastes. The influence of social norms and product presentation on customer behavior shows that better packaging can encourage healthier and more sustainable choices. This generation values innovation and various dining experiences, which drives marketers to create enticing health-conscious products.

Consuming organic food has become more popular among Generation Z. Kamenidou et al. (2020) discovered that while all generational cohorts show a positive attitude toward organic food, Generation Z prioritizes sustainability because they are concerned about how their decisions will affect the environment. Encouraging this trend requires highlighting the health advantages of organic foods over conventional ones. Health consciousness, social influences, and lifestyle trends have molded the distinct views shown in Generation Z's food preferences and consumption patterns. They balance the challenges of choosing healthy versus junk food while appreciating fresh, nutrient-rich foods affected by peer recommendations and social media.

Mood as Emotional Connection through Cultural Food Experiences

Food plays a significant role in shaping mood and emotional well-being through culturally rooted experiences. Traditional dishes often evoke nostalgia, comfort, and social bonding, reinforcing emotional connections within communities (Kim & Lee, 2020). In many cultures, including Filipino society, sharing meals during festivals, family gatherings, or rituals strengthens relationships and uplifts mood, highlighting food's symbolic and emotional value beyond mere sustenance. Understanding these cultural food experiences is essential for food businesses aiming to connect with consumers on a deeper emotional level.

The influence of emotions on food choices among Generation Z. Various emotion states, such as stress, happiness, and sadness, play a crucial role in shaping the food choices of this generation. Mood significantly impacts one's appetite, food preferences, and desire to eat. Eating nutritious foods like fruits, vegetables, nuts, and protein, as well as drinking enough water and consuming appropriate quantities of coffee, might help you feel happy. (Smith, J., & Johnson, A., 2020).

Generation Z frequently resorts to comfort foods, usually heavy in fat and sugar, during bad moods. On the other hand, when individuals feel good, they are more likely to select healthier foods like fruits and vegetables, which shows that they want to keep themselves healthy. Social media platforms significantly influence food trends and emotional eating habits, which also impact young people's nutritional preferences. Due to their heightened sensitivity to social and visual signals, Generation Z is likelier to develop eating patterns that correspond with their emotional moods. Developing successful nutritional treatments suited to the needs and behaviors of this age requires an understanding of the relationship between mood and food choices.

Ethics and Environmental Concern Rooted in Cultural Values

Cultural values and environmental ethics are closely related, influencing how societies view their moral obligations to the natural world. Diverse cultural perspectives on the impact of the environment on conservation, resource use, and sustainability practices (Ahmed, 2024). Ethical frameworks that decide what constitutes a respectful or detrimental interaction with nature are guided by these cultural standards. Fostering environmental stewardship that aligns with local values and encourages sustainable behaviors in a variety of communities requires an understanding of this link (Wang & Yan, 2024). Such cultural insights are essential to address global environmental concerns through community engagement and context-sensitive policy.

Generation Z's remarkable dedication to ethical and environmental sustainability is a significant research topic. They clearly prefer sustainable products over well-known companies and are frequently referred to as digital natives. Their commitment to sustainability drives other age groups to embrace eco-friendly behaviors and influence their shopping habits (Wood, J. 2022).

Similarly, Gen Z is described by Gomes et al. (2023) as digital natives who are prepared to spend money on eco-friendly items and have a strong sense of social justice and environmental consciousness. Their study, which involved 927 Gen Z consumers, identifies perceived green quality, environmental concerns, and a green future as the main factors driving the use of green products. The results show that environmental concerns and the perceived quality of green items positively influence their willingness to pay more. More than the health advantages, their desire for green products stems from a larger commitment to sustainability and social responsibility.

Kymäläinen et al. (2021) draw attention to the unique eating habits of Generation Z, which are impacted by environmental awareness. They are acutely conscious of how skewed diets and food waste affect the environment. Social factors,

corporate sponsorship, localization, and context awareness greatly influence their eating habits. Engaging with sustainability elements such as money savings, diet comparison, and carbon footprint is highlighted to encourage young consumers to modify their behavior.

Lemy et al. (2021) found that Generation Z in Tangerang, Indonesia, has variable knowledge of food waste. While a sizable proportion is aware, a sizable minority is oblivious, with 45.90% of respondents unaware of the ongoing food waste issue. This highlights the importance of increasing education and awareness about food waste minimization. The report emphasizes the food and beverage industry's critical role in combating food waste by influencing customer behavior and supporting sustainable practices.

Convenience within Cultural Lifestyle Patterns

Convenience in food consumption is closely linked to cultural lifestyle patterns, reflecting how daily routines, social roles, and time management shape eating behaviors. In many cultures, convenience foods are practical solutions that align with busy schedules while maintaining cultural food traditions (Daniels et al., 2015). For instance, family structures and work demand influence preferences for ready-to-eat or easy-to-prepare meals without compromising cultural identity. Understanding these cultural lifestyle factors is essential for food businesses aiming to meet the evolving needs of consumers who balance tradition with modern convenience.

According to Mitic and Vehapi (2021), convenience is a crucial factor in the food choices of Generation Z in Serbia. The study highlights that this generation often prioritizes quick and easy meal options due to their busy schedules and preference for efficiency. The research identifies several key motives influencing Generation Z food choices, including sensory appeal, health and nutritional attributes, and convenience of preparation. Convenience is a significant factor, directly impacting their dining experiences and satisfaction. The study reveals that Generation Z values the ease of access to food options and the ability to quickly satisfy their hunger, often opting for convenient and readily available food choices.

Furthermore, the study emphasizes the role of convenience in shaping the food preferences of Generation Z in Serbia. This generation's inclination towards convenience is further highlighted by their frequent use of food delivery apps and preference for ready-to-eat meals. The findings suggest that businesses should focus on offering convenient and time-saving food options to cater to the needs and preferences of Generation Z consumers.

Weight Control and Sensory Appeal through Cultural Taste Preferences

Cultural taste preferences play a significant role in weight control and sensory attraction. Cultural norms influence how people manage their weight through food choices and influence attitudes regarding body image and eating behaviors (Rolls et al., 2020). Food preferences and acceptance are determined by culturally taught sensory elements such as flavor, texture, and scent (Sohyun & Lee, 2021). For instance, dietary consumption and weight consequences may be impacted by cultural preferences for rich or sweet flavors (Kawabata et al., 2009). It is imperative to acknowledge these cultural factors to create food items and nutrition practices that meet health objectives and sensory expectations.

The food market has gained significant attention from Generation Z consumers due to their environmental consciousness and health awareness, allowing marketers to produce more sustainable foods. Zou et al. (2022) explore Gen Z's food preferences and various factors that shape them. This factor includes dish evaluation, dietary choice, marketing innovation, and service quality. The study implements a mixed-methods approach to develop a comprehensive understanding of the variables. The research identifies several core categories influencing food favorability: dish evaluation, dietary choice, marketing innovation, and service quality. Dish evaluation encompasses the sensory attributes of food, such as taste, appearance, and texture, which are crucial in determining Gen Z's food preferences. Dietary choice reflects health consciousness and nutritional considerations that play a significant role in food selection. Service quality, including factors like convenience, speed, and customer service, also significantly impacts their food preferences and dining experiences. Furthermore, the study establishes a food favorability scale to measure Gen Z's preference for diet and food. This scale confirms the positive effect of food favorability on purchase intention, with food preference acting as a mediating factor.

Price Factor in the Context of Cultural Economic Norms

Generation Z exhibits unique consumption patterns influenced by technological advancements and the availability of low-priced products. A study from Denpasar, Indonesia, was conducted to understand the factors driving the purchasing behavior of Generation Z, focusing on their preference for affordable products. The research highlights that Generation Z is highly sensitive to price, often prioritizing cost over brand loyalty. This generation's behavior is characterized by a strong inclination towards products that offer value for money, reflecting their pragmatic approach to consumption. The research suggests that promotional strategies, social influences, and psychological factors significantly impact their buying behavior. The findings indicate

that economic considerations and the desire for instant gratification drive Gen Z's preference for low-price products.

According to Jakubowska et al. (2024), sustainable food consumption is critical for addressing global environmental challenges and promoting health and ethical practices. The study employs the Theory of Planned Behavior (TPB) to explore how personal attitude, subjective norms, perceived behavioral control, consumer knowledge, trust, and health concerns affect Generation Z's intentions to buy sustainable food. The research highlights that attitudes and knowledge significantly predict sustainable food consumption among Gen Z. However, subjective norms, perceived behavioral control, health consciousness, and trust do not significantly affect their purchase intentions.

Theoretical Framework

Food Choice Process Model

According to Furst et al.'s (1996) food choice process model, a grounded theory approach drawn from qualitative research, life path, influences, and personal systems are the three primary factors that impact food choices. Eating experiences from the past and present are included in the life course. Trajectories, persistent food-related thoughts, attitudes, behaviors, and strategies must be examined to comprehend present food intake patterns.

According to Devine et al. (1998), these trajectories take shape from historical and situational circumstances and gradually gather velocity and continuity. Since upbringing greatly influences eating habits even after people leave their parents' house, the family is considered an important setting. The model, however, steers clear of deterministic viewpoints and recognizes the significance of transitions—life changes that can modify or strengthen preexisting eating habits (Sobal et al., 2006).

The model emphasizes the significance of familial influences and social settings, offering insights into how upbringing shapes Generation Z's preferences. Furthermore, recognizing transitions gives a better grasp of how life changes affect dietary choices. This comprehensive approach can help the food business sector customize products and marketing tactics to match the specific needs of this age group.

The study aimed to validate the reliability of its findings by examining the significant difference between the Gen Z demographic subgroup and the cultural factors of food preference in Bulacan, Philippines. This study highlights four key hypotheses:

H1. Gen Z Age has significant differences in food preferences due to cultural factors on food preferences

H2. Gen Z Sex has a significant difference in food preference

H3. Gen Z's Place of Residence has a significant difference in the cultural factors on food preference

H4. Gen Z Occupation has a significant difference in the cultural factors on food preference

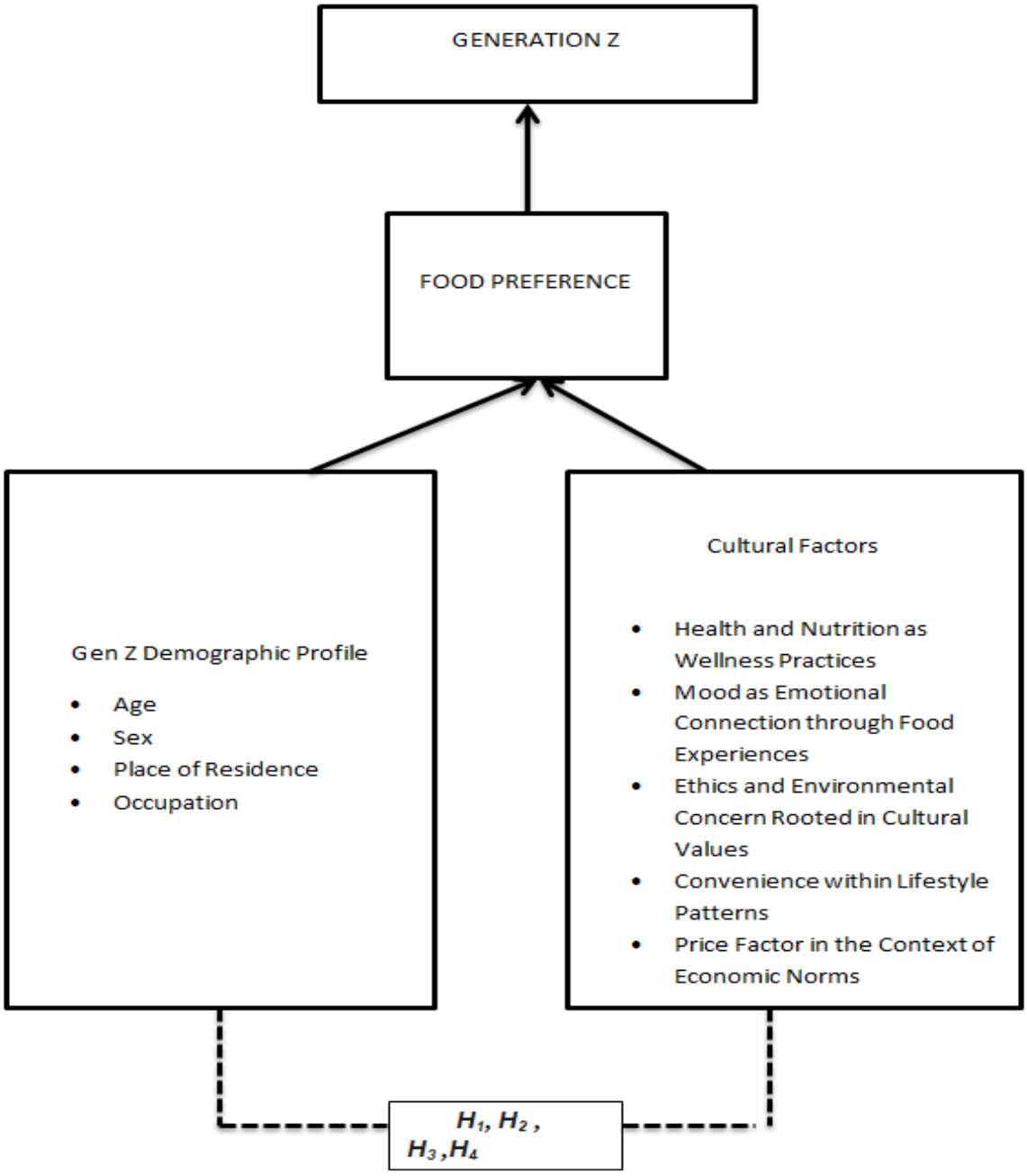

Figure 1. Conceptual Framework

Research Method

This study will utilize a descriptive quantitative research design to explore the cultural factors influencing food preferences among Generation Z. Descriptive research aims to detail a specific population's characteristics and collect data to answer various questions related to what, when, and how aspects of that group. According to Ethridge (2009), descriptive studies help determine and describe the characteristics or behaviors of a sample population. Descriptive research can be either quantitative or qualitative, but in this case, it will focus on quantitative data that can be organized numerically. This approach involves gathering information that describes events and systematically organizing, tabulating, and depicting the collected data (Glass & Hopkins, 1984).

One distinguishing feature of descriptive research is its flexibility in methodology; it can incorporate various techniques while requiring only one variable for analysis. The primary objectives of descriptive studies are to describe, explain, and validate research findings. Focusing on Generation Z's food preferences in this study aims to uncover the underlying factors that shape their choices. This generation is particularly influential in today's food market, often driving trends through social media and their unique values regarding health and sustainability.

The collected data was thoroughly statistically analyzed. Respondents were classified according to their profile using frequency and percentages. Mean and standard deviation were used to examine Generation Z's food choices based on perceived cultural factors. Using frequency and percentage, the respondents were categorized based on their profiles. The researchers used the mean and standard deviation to examine Generation Z's food choices according to perceived criteria. Using the t-test and ANOVA, significant differences between groups were identified. The statistical program SPSS was used for data analysis.

The questionnaire was modified and adapted from Dilistan-Shipman, Z. Factors Affecting Food Choices of Millennials (2020) research study to ensure relevance and applicability to the current context, to examine the difference between the variables, and provide insights into how food preference factors influence Generation Z in Bulacan.

Table 1. The four-point Arbitrary Scale was used with the following descriptions

Value	Interpretation
0.81 – 1.60	Strongly Disagree (Not at all Influenced)
2.41 – 3.20	Agree (Slightly Influenced)
1.61 – 2.40	Disagree (Moderately Influenced)
3.21 – 4.00	Strongly Agree (Highly Influenced)

Table 1 shows the four-point arbitrary scale used to assess respondents' amount of influence. The scale assigns values ranging from 0.81 to 4.00 and explains each range. A score of 0.81 to 1.60 indicates "Strongly Disagree," implying that respondents believe they are not influenced. Scores ranging from 1.61 to 2.40 indicate "disagree," implying a moderate level of impact. The range of 2.41 to 3.20 corresponds to "Agree," which indicates that respondents are slightly impacted by the food preference factors under consideration. Finally, a score of 3.21 to 4.00 indicates "Strongly Agree," implying that respondents perceive a substantial amount of influence. This scale offers a structured technique in examining perceptions and attitudes toward the cultural factors shaping food preference among Generation Zs in Bulacan.

Table 2. Reliability Statistics

Cronbach's Alpha	No. of Items
*** .87**	**33**

**Interpretation of Reliability Level: More than 0.90 (Excellent), 0.80-0.89 (Good), 0.70-0.79 (Acceptable), 0.6-0.69 (Questionable), 0.5-0.59 (Poor), Less than 0.5 (Unacceptable)*

Table 1 presents the reliability statistics for the study, showing a Cronbach's Alpha of .87 based on 33 items. This value falls within the range of 0.80 to 0.89, which is interpreted as "Good" reliability. This indicates that the items used in the survey exhibit a high level of internal consistency, suggesting that they effectively measure the same underlying construct. A Cronbach's Alpha above 0.80 is generally considered acceptable for research purposes, ensuring that the data collected can be trusted for further analysis. The instrument's reliability enhances the validity of the findings, reinforcing confidence in the conclusions drawn from the study regarding Generation Z's food preferences and related factors.

Results and Discussion

Table 3. Frequency, Percentage, and Rank Distribution of the Respondents' Profile in terms of Place of Residency

Place of Residency	Frequency	Percentage	Rank
Malolos	42	10.7	1
Meycauayan	13	3.3	14
San Jose Del Monte	14	3.6	12
Baliwag	28	7.1	8
Angat	25	6.4	2
Balagtas	12	3.1	17
Bocaue	18	4.6	4
Bulakan	18	4.6	24
Bustos	17	4.3	5
Calumpit	9	2.3	21
Doña Remedios Trinidad	8	2	23
Guiguinto	16	4.1	7
Hagonoy	17	4.3	6
Marilao	21	5.3	3
Norzagaray	15	3.8	9
Obando	15	3.8	10
Pandi	12	3.1	18
Paombong	10	2.5	19
Plaridel	18	4.6	22
Pulilan	13	3.3	15
San Ildefonso	14	3.6	13
San Miguel	15	3.8	11
San Rafael	13	3.3	16
Santa Maria	10	2.5	20
TOTAL	393	100%	

Data on respondents' residence location, frequency, percentage, and rank from different Bulacan cities and municipalities are included in the table. Malolos has the most significant percentage of responders (42, or 10.7%), followed by Angat (25, or 6.4%), Marilao (21, or 5.3%), and Malolos. Other noteworthy contributors are Hagonoy and Bustos, each with 17 respondents (4.3%), and Bocaue, who had 18 respondents (4.6%). Despite having comparable frequencies, Meycauayan (3.3%) and San Jose Del Monte (3.6%) rank in the middle, whereas Doña Remedios Trinidad (2.0%) and Bulakan (4.6%) rank lower because of variations in community size and population density.

Bulacan's capital, Malolos, is most represented in the study, indicative of its strategic significance and urbanized status. With 261,189 residents, Malolos is the province's political, educational, and cultural hub, according to the 2020 census. The

city's population increased by 220,408 from 1903 to 2020, from 40,781 to its current size. Malolos plays a crucial part in the province's economic and cultural development, contributing significantly to the study's broad regional representation with a stable growth rate of 1.65% year.

Table 4. Frequency, Percentage, and Rank Distribution of the Respondents' Profile in terms of Age

Age	Frequency	Percentage	Rank
18	46	11.7	4
19	96	24.4	2
20	115	29.3	1
21	53	13.5	3
22	32	8.1	5
23	26	6.6	6
24	25	6.4	7
TOTAL	**393**	**100**	

Table 3 details respondents' frequency, percentage, and rank distribution according to age. The data reveal that out of 393 participants, the most significant proportion, 115 respondents (29.3%), were 20 years old, ranking first. This was followed by 19-year-olds, comprising 96 respondents (24.4%), ranking second. Third place was held by 21-year-olds with 53 respondents (13.5%). Respondents aged 18 represented 46 individuals (11.4%), ranking fourth. The fifth position was occupied by 22-year-olds with 32 respondents (8.1%), followed by 23-year-olds with 26 respondents (6.6%), ranking sixth. The lowest proportion was observed among 25-year-olds, comprising 25 respondents (6.4%). These findings indicate that 20-year-olds formed the largest group of respondents during the study period.

The Generation, who range in age from 10 to 25, was born between 1997 and 2012. This generation will be the biggest consumer group, controlling the market, and have the most purchasing power in the coming years. Social media and the internet were part of this generation's upbringing. Numerous studies have been conducted to understand the preferences and habits of this generation (Meola, 2022). Each study aims to gather data and develop market strategies. This generation will be the market's future consumers and have the highest purchasing power in 2026. As a result, businesses and organizations must now concentrate on Gen Z, who visited restaurants 14.6 billion times in 2018, making up 25% of all foodservice traffic.

Table 5. Frequency, Percentage, and Rank Distribution of the Respondents' Profile in terms of Sex

Sex	Frequency	Percentage	Rank
Male	206	52.4	1
Female	187	47.6	2
TOTAL	393	100%	

Table 5 shows a modest gender imbalance, with women making up 47.6% (187 respondents) and men 52.4% (206 respondents) of the 393 participants. According to research, women tend to overestimate their weight, resulting in smaller portions (Uccula & Nuvoli, 2017). They place more value on eating healthily and typically consume more fruits, vegetables, and dietary fiber while consuming less fat and salt (Wardle et al., 2004; Arganini et al., 2012). There are differences in the organization and structure of the brain between the sexes, especially in neurocognitive functioning (Cahill, 2006; Luders et al., 2009) and food-reward processing (Del Parigi et al., 2002). Men's and women's brains react differently when they view foods high in calories (Killgore & Yurgelun-Todd, 2010).

Table 6. Frequency, Percentage, and Rank Distribution of the Respondents' Profile in terms of Occupation

Occupation	**Frequency**	**Percentage**	**Rank**
Student	320	81.4	1
Self-Employed	25	6.4	3
Employed	39	9.9	2
Unemployed	9	2.3	4
TOTAL	393	100%	

Table 4 illustrates respondents' frequency, percentage, and rank distribution based on occupation. The analysis shows that out of 393 respondents, the majority, 320 individuals (81.4%), were students, ranking first. The second largest group consisted of employed individuals, totaling 39 respondents (9.9%). Self-employed respondents comprised 25 individuals (6.4%) and ranked third. The smallest group comprised unemployed respondents, with nine individuals (2.3%) ranking last. These findings indicate that students formed the predominant segment of respondents in the study.

Table 7. Rank, General Weighted Mean, and Verbal Interpretation of Perceived Cultural Factors Affecting Food Preferences Among Generation Z.

Cultural Factors	Rank	General Weighted Mean	Verbal Interpretation
Health and Nutrition as Wellness Practices	3	3.57	Strongly Agree
Mood as Emotional Connection through Food Experiences	1	3.66	Strongly Agree
Ethics and Environmental Concern Rooted in Cultural Values	4	3.49	Strongly Agree
Convenience within Lifestyle Patterns	6	3.45	Strongly Agree
Weight Control as a Cultural Norm	5	3.48	Strongly Agree
Price Factor in the Context of Economic Norms	7	3.42	Strongly Agree
Sensory Appeal through Taste Preferences	2	3.59	Strongly Agree

The survey data, reflecting consumer perceptions, reveals that mood (3.66) and sensory appeal (3.59) are the most influential factors, followed by health (3.57) and ethical considerations (3.49). These aspects, all scoring within the "Strongly Agree" range, suggest a strong inclination towards products that enhance emotional well-being, engage the senses, and align with health and ethical values.

Convenience (3.45), weight control (3.48), and price (3.42) also garnered "Strongly Agree" ratings, though ranked lower, indicating their importance as secondary considerations in consumer choices. While these factors contribute to overall product satisfaction, they appear less decisive than the emotional, sensory, and ethical dimensions. This implies that consumers prioritize experiences and values when making purchasing decisions. Food has a significant impact on the eating habits of Generation Y because of their emotional states; high levels of stress, depression, and hopelessness are frequently associated with the consumption of convenience foods made by working mothers (Taub & Robertson, 2013).

It is essential for businesses to focus on marketing strategies that emphasize mood-enhancing, sensory-rich, and ethical aspects of their products to resonate with consumers. By understanding and addressing these priorities, companies can better cater to consumer preferences and gain a competitive edge in the market.

Table 8. Difference between respondents' place of residency and perceived cultural factors affecting the food preferences of Generation Z

Cultural Factors	F value	p-value	Sig
Health and Nutrition as Wellness Practices	1.216	p = 0.217 > 0.05	NS
Mood as Emotional Connection through Food Experiences	0.945	p = 0.544 > 0.05	NS
Ethics and Environmental Concern Rooted in Cultural Values	1.185	p = 0.246 > 0.05	NS
Convenience within Lifestyle Patterns	1.064	p = 0.381 > 0.05	NS
Weight Control as a Cultural Norm	1.182	p = 0.249 > 0.05	NS
Price Factor in the Context of Economic Norms	1.492	p = 0060 > 0.05	NS
Sensory Appeal through Taste Preferences	0.933	p = 0.562 > 0.05	NS

Table 8 summarizes the analysis of perceived cultural factors influencing food preferences among Generation Z respondents according to where they dwell. San Jose Del Monte reported the highest mean score of 3.84 (S.D. = 0.262), followed by Malolos and Meycauayan at 3.46 (S.D. = 0.436 and 0.287, respectively), indicating that health perceptions were reasonably consistent among towns. There were no significant differences (NS) in health perceptions by residency, as evidenced by the F-value of 1.216 and p-value of 0.217.

San Miguel scored lower at 3.32 (S.D. = 0.495) than San Jose Del Monte, with the highest mean of 3.79 (S.D. = 0.337) regarding mood. No discernible variations in mood perceptions between locations were indicated by the F-value of 0.945 and p-value of 0.544 (NS).

Ethics and environmental problems were perceived similarly, with Hagonoy receiving the lowest score of 3.22 (S.D. = 0.793) and San Jose Del Monte again receiving the highest score of 3.77 (S.D. = 0.367). No significant differences (NS) were observed according to residency, as demonstrated by the F-value of 1.185 and p-value of 0.246.

Finally, opinions on convenience differed; San Miguel had the lowest mean at 3.08 (S.D. = 0.539) and Baliwag the highest at 3.51 (S.D. = 0.291). There were no significant differences (NS) in convenience according to residency, as indicated by the F-value of 1.064 and p-value of 0.381. Overall, the results indicate no statistically significant variations in municipalities' opinions of food preferences.

Table 9. Difference between respondents' age and perceived cultural factors affecting the food preferences of Generation Z

Cultural Factors	Age	Mean	S.D.	F value	p-value	Sig
Health and Nutrition as Wellness Practices	18 years old	3.50	0.423	1.699	p = 0.120 > 0.05	NS
	19 years old	3.60	0.445			
	20 years old	3.51	0.487			
	21 years old	3.62	0.420			
	22 years old	3.71	0.305			
	23 years old	3.71	0.363			
	24 years old	3.55	0.353			
Mood as Emotional Connection through Food Experiences	18 years old	3.55	0.483	1.278	p = 0.266 > 0.05	NS
	19 years old	3.70	0.327			
	20 years old	3.70	0.330			
	21 years old	3.63	0.401			
	22 years old	3.62	0.319			
	23 years old	3.68	0.289			
	24 years old	3.70	0.400			
Ethics and Environmental Concern Rooted in Cultural Values	18 years old	3.40	0.498	1.963	p = 0.070 > 0.05	NS
	19 years old	3.55	0.513			
	20 years old	3.41	0.548			
	21 years old	3.54	0.505			
	22 years old	3.65	0.437			
	23 years old	3.62	0.271			
	24 years old	3.51	0.440			
Convenience within Lifestyle Patterns	18 years old	3.32	0.401	3.209	p = 0.004 < 0.05	S
	19 years old	3.43	0.495			
	20 years old	3.19	0.526			
	21 years old	3.18	0.519			
	22 years old	3.36	0.344			
	23 years old	3.33	0.476			
	24 years old	3.10	0.598			
Weight Control as a Cultural Norm	18 years old	3.50	0.458	1.346	p = 0.236 > 0.05	NS
	19 years old	3.53	0.504			
	20 years old	3.38	0.565			
	21 years old	3.51	0.550			
	22 years old	3.59	0.513			

	23 years old	3.59	0.381			
	24 years old	3.53	0.486			
Price Factor in the	18 years old	3.36	0.399	1.680	p = 0.125 > 0.05	NS
Context of	19 years old	3.49	0.411			
Economic Norms	20 years old	3.42	0.432			
	21 years old	3.33	0.422			
	22 years old	3.54	0.319			
	23 years old	3.51	0.359			
	24 years old	3.36	0.476			
Sensory Appeal	18 years old	3.46	0.473	1.979	p = 0.068 > 0.05	NS
through Taste	19 years old	3.64	0.402			
Preferences	20 years old	3.57	0.421			
	21 years old	3.66	0.395			
	22 years old	3.74	0.326			
	23 years old	3.64	0.427			
	24 years old	3.61	0.471			

When categorized by age, the calculated F-values show no discernible variations in the perceived cultural factors influencing Generation Z's food preferences (Health: 1.699, Mood: 1.278, Ethics & Environmental Concern: 1.963, Convenience: 3.209, Weight Control: 1.346, Price: 1.680, Sensory Appeal: 1.979). This implies that Generation Z members' opinions of these elements are essentially the same regardless of age.

Millennials, sometimes referred to as Generation Y, are the second youngest consumer generation, consisting of people between the ages of 19 and 37. Their diverse life stages, from married people living alone to college students living with family, impact on their needs, wants, values, and lifestyles. Their political opinions, culinary styles, food preferences, entertainment, and grocery shopping behaviors are all impacted by this. The cultural diversity of millennials also influences their demand for diverse cuisines and their interest in various foods. As a result, this generation has food and drink needs and is looking for ways to satisfy them. The research goal is to determine the relative importance of the factors influencing Millennials' food choices and how they vary depending on their demographics (Shipman, Z. D. 2020).

The results show that among Generation Z, age has no discernible effect on opinions on food preferences related to health, mood, ethics, convenience, weight control, cost, or sensory appeal. The study highlights how important it is to comprehend the subtleties of dietary preferences depending on the traits of each generation.

Table 10. Difference between respondents' sex and perceived cultural factors affecting the food preferences of Generation Z

Cultural Factors	Sex	Mean	S.D.	t-value	p-value	Sig
Health and Nutrition as Wellness Practices	Male	3.59	0.425	.677	p = 0.499 > 0.05	NS
	Female	3.56	0.446			
Mood as Emotional Connection through Food Experiences	Male	3.64	0.372	-1.238	p = 0.217 > 0.05	NS
	Female	3.69	0.351			
Ethics and Environmental Concern Rooted in Cultural Values	Male	3.51	0.494	.636	p = 0.525 > 0.05	NS
	Female	3.48	0.512			
Convenience within Lifestyle Patterns	Male	3.32	0.447	1.765	p = 0.078 > 0.05	NS
	Female	3.23	0.553			
Weight Control as a Cultural Norm	Male	3.55	0.443	2.388	p = 0.017 < 0.05	S
	Female	3.42	0.584			
Price Factor in the Context of Economic Norms	Male	3.44	0.396	.616	p = 0.538 > 0.05	NS
	Female	3.41	0.434			
Sensory Appeal through Taste Preferences	Male	3.61	0.425	.055	p = 0.956 > 0.05	NS
	Female	3.61	0.415			

Investigating the association between respondents' gender and perceived factors influencing Generation Z's food preferences yields significant and non-significant findings. Males (mean = 3.59, S.D. = 0.425) and females (mean = 3.56, S.D. = 0.446) perceived health similarly, with a non-significant p-value of 0.499. Males assessed mood at 3.64 (SD = 0.372), while females rated it somewhat higher at 3.69 (SD = 0.351), resulting in a non-significant p-value of 0.217.

Environmental concern and ethics also did not significantly differ (p = 0.525). With males scoring 3.32 (S.D. = 0.447) and females scoring 3.23 (S.D. = 0.553), convenience came close to marginal significance (p = 0.078). Significantly, males rated weight control higher (3.55, S.D. = 0.443) than females (3.42, S.D. = 0.584), resulting in a p-value of 0.017 (p < 0.05). Additionally, there were no discernible variations in price or sensory appeal, suggesting that most aspects are seen similarly by men and women. However, price is an important consideration when choosing between several food options, especially for those with limited financial resources. According to studies, customers with lower incomes are more likely than those with higher incomes to be conscious of price value (Steenhuis, Waterlander, & De Mul, 2011). Furthermore,

weight control is a noticeable exception regarding Generation Z's nutritional considerations.

Table 11. Difference between respondents' occupation and perceived cultural factors affecting the food preferences of Generation Z

Cultural Factors	Occupation	Mean	S.D.	F value	p-value	Sig
Health and Nutrition as Wellness Practices	Employed	3.66	0.390	1.059	p = 0.367 > 0.05	NS
	Self-Employed	3.66	0.319			
	Student	3.56	0.451			
	Unemployed	3.47	0.265			
Mood as Emotional Connection through Food Experiences	Employed	3.69	0.349	2.275	p = 0.079 > 0.05	NS
	Self-Employed	3.82	0.305			
	Student	3.66	0.366			
	Unemployed	3.49	0.376			
Ethics and Environmental Concern Rooted in Cultural Values	Employed	3.56	0.505	.467	p = 0.706 > 0.05	NS
	Self-Employed	3.58	0.405			
	Student	3.49	0.512			
	Unemployed	3.47	0.424			
Convenience within Lifestyle Patterns	Employed	3.18	0.590	2.522	p = 0.057 > 0.05	NS
	Self-Employed	3.30	0.500			
	Student	3.30	0.488			
	Unemployed	2.89	0.437			
Weight Control as a Cultural Norm	Employed	3.38	0.632	1.539	p = 0.204 > 0.05	NS
	Self-Employed	3.66	0.376			
	Student	3.49	0.512			
	Unemployed	3.40	0.458			
Price Factor in the Context of Economic Norms	Employed	3.39	0.447	.760	p = 0.517 > 0.05	NS
	Self-Employed	3.52	0.483			
	Student	3.43	0.407			
	Unemployed	3.31	0.318			
Sensory Appeal through Taste Preferences	Employed	3.64	0.441	2.905	p = 0.035 < 0.05	S
	Self-Employed	3.82	0.316			
	Student	3.59	0.419			
	Unemployed	3.42	0.452			

Significant and non-significant differences are found across several categories when the perceived cultural factors affecting food preferences among distinct occupational groups are analyzed. According to non-significant differences (p = 0.367) between employed, self-employed, student, and unemployed people, health attitudes

are constant across occupational categories. Although these differences are not statistically significant (p = 0.079), mood ratings indicate a possible trend, with self-employed people rating them higher at 3.82 (S.D. = 0.305) and employed people scoring 3.69 (S.D. = 0.349). Likewise, there are no discernible differences between the groups regarding ethical or environmental concern (p = 0.706).

The unemployed group rated it lower (2.89, S.D. = 0.437) than the employed (3.18, S.D. = 0.590), self-employed (3.30, S.D. = 0.500), and student respondents (3.30, S.D. = 0.488) groups, indicating that convenience perceptions approach significance (p = 0.057). Similarly, Generation Z pays close attention to food companies' actions concerning their nutrition, community involvement, ethical standards, and carbon footprint. These elements impact Millennials' purchasing and decision-making processes (Allen & Spialek, 2018).

Perceptions of weight control are not substantially different among professional groups (p = 0.204). Additionally, there are no discernible variations in price sensitivity between the occupational groups (p = 0.517). However, there is a significant difference (p = 0.035) in the judgments of sensory appeal, with self-employed people having a higher meaning (3.82, S.D. = 0.316) than employed people (3.64, S.D. = 0.441).

Sensory appeal is a significant component, suggesting that its significance varies depending on occupational status, even though most factors influencing food choices do not differ considerably between occupational categories. Furthermore, even if convenience and mood are getting close to being significant, more research is needed to identify any possible patterns. This emphasizes how the intricate interactions between perceived circumstances and employment position shape Generation Z's dietary habits.

Conclusions

The study emphasizes the importance of Malolos City in comprehending Generation Z's geographical presence in Bulacan. With a population of 261,189, Malolos is the province's political, educational, and cultural center, contributing to the high survey response rate. Most respondents were between 19 and 20, demonstrating the growing influence of Generation Z's spending power. Males prioritized weight control over females, but gender differences in meal selection were not statistically significant overall. The study also discovered that sensory appeal was more important for self-employed respondents, whereas convenience influenced unemployed individuals. These findings indicate that the food business industry should modify its methods to target gender-specific issues and employment preferences.

This study will significantly impact the food business and Generation Z. It helps Gen Z make educated decisions by highlighting significant cultural factors of food choices, such as health and sensory appeal. Food businesses can use their knowledge to customize marketing, product development, and services according to preferences, gender, and work status. The study establishes the groundwork for further research on generational food trends. It adds to the body of knowledge on consumer behavior by examining the relationship between psychological and demographic elements.

The food business sector in Bulacan should adapt to Generation Z's preferences by focusing on cultural factors such as health, sensory appeal, and price, particularly for the unemployed. Gender-specific advertising emphasizing weight control may appeal to men, whereas self-employed people appreciate sensory experiences. Product innovation should focus on fresh, healthful options, ethical sourcing, and sustainability. Understanding these cultural factors on food preference allows business firms to adjust offers, improve customer happiness, and increase market share among Bulacan's Generation Z.

Acknowledgement

The authors thank Bulacan State University and National University for their assistance and resources during this study. This study was completed successfully thanks mainly to the academic advice, facility access, and support from the faculty. We are also grateful to the administrative team for helping to organize the research. This partnership has improved the caliber of our work and deepened our understanding. We greatly appreciate both universities' dedication to promoting research excellence, and we anticipate working together to further knowledge in cultural studies and the food business.

References

[1] Aaron, A. (2020). How can restaurants please Generation Z members, a Global Restaurant Industry Expert https://aaronallen.com/services

[2] Ahmed, L. (2024). Environmental ethics and cultural values: Philosophical approaches to eco-axiology. European Journal of Philosophy of Religion, 15(1), Article 4324. https://doi.org/10.24204/ejpr.2023.4324

[3] Alejandro, R. (2022). Food preferences and cultural identity among Generation Z in Bulacan. ResearchGate. https://doi.org/10.13140/RG.2.2.27553.15200

[4] Allen, M. W., & Spialek, M. L. (2018). Young millennials, environmental orientation, food company sustainability, and green word-of-mouth recommendations. Journal of Food Products Marketing, 24(7), 803–829. https://doi.org/10.1080/10454446.2017.1415827

[5] Anggraeni, N. S., Wardono, P., Purwanegara, M. S., & Wibisono, A. (2023). Factors influencing Gen Z's eating-out behavior in the post-COVID-19 pandemic period. Journal of Southwest Jiaotong University, 58(6). https://doi.org/10.20525/ijrbs.v10i8.1490

[6] Antenor, R. B., Eligio, J. M., Tinio, J. C., & Tabuyo, J. U. (2022). Food preferences of Generation Z are shaped by lifestyle. International Journal of Thesis Projects and Dissertations, 10(1), 13–20. https://www.researchpublish.com/upload/book/Food

[7] Arganini, C., Turrini, A., Saba, A., Virgili, F., & Comitato, R. (2012). Gender differences in food choice and dietary intake in modern Western societies. In J. Maddock (Ed.), Public Health—Social and Behavioral Health (pp. 85–102). InTech Open Access Publisher. https://doi.org/10.5772/37886

[8] Cahill, L. (2006). Why sex matters for neuroscience. Nature Reviews Neuroscience, 7, 477–484. https://doi.org/10.1038/nrn1909

[9] Daniels, S., Glorieux, I., Minnen, J., van Tienoven, T. P., & Weenas, D. (2015). Convenience on the menu? A typological conceptualization of family food expenditures and food-related time patterns. Appetite, 87, 130–138. https://doi.org/10.1016/j.appet.2014.12.010

[10] Dasmarinas, D. M., Palisoc, A. R., Reyes, V. A., Roman, P. C., & Abelgas, F. J. (2020). The food consumption of Generation Z in Colegio de San Juan de Letran: A basis for marketing programs. Linang, 2(1), 52–62. https://www.letranbataan.edu.ph

[11] Del Parigi, A., Chen, K., Gautier, J. F., Salbe, A. D., Pratley, R. E., Ravussin, E., et al. (2002). Sex differences in the human brain's response to hunger and satiation. American Journal of Clinical Nutrition, 75, 1017–1022. https://doi.org/10.1093/ajcn/75.6.1017

[12] Devine, C. M., Connors, M., Bisogni, C. A., & Sobal, J. (1998). Life courses influence the development of a food choice trajectory: A qualitative analysis of fruit and vegetable use. Journal of Nutrition Education, 30, 361–370. https://doi.org/10.1016/S0022-3182(98)70358-9

[13] Dilistan-Shipman. (2020). Factors affecting food choices of millennials: How do they decide what to eat? Journal of Tourismology. http://dx.doi.org/10.26650/jot.2020.6.1.0036

[14] Etheridge, L. (2009). The practitioner as researcher: Quantitative and qualitative case studies in play therapy. International Journal of Play Therapy, 18(4), 240.

[15] Furst, T., Connors, M., Bisogni, C., Sobal, J., & Falk, L. (1996). Food choice: A conceptual model of the process. Appetite, 26(3), 247–265. https://doi.org/10.1006/appe.1996.0019

[16] Glass, G. V., & Hopkins, K. D. (1984). The Association for Educational Communications and Technology. In The Handbook of Research for Educational Communication and Technology. https://members.aect.org/edtech/ed1/41/41

[17] Global Market Surfer. (2025). Trends in Filipino Generation Z food consumption: A cultural analysis. Retrieved June 21, 2025, from https://www.globalmarketsurfer.com/filipino-genz-food-trends

[18] Gomes, S., Lopes, J. M., & Nogueira, S. (2023). Willingness to pay more for green products: A critical challenge for Gen Z. Journal of Cleaner Production, 390, 136092. https://doi.org/10.1016/j.jclepro.2023.136092

[19] Global, N. (2015). Nielsen's global health & wellness survey: We are what we eat. Healthy eating trends around the world. https://nielseniq.com/global/en/insights/infographic/2015/we-are-what-we-eat/

[20] Jakubowska, D., Dąbrowska, A. Z., Pachołek, B., & Sady, S. (2024). Behavioral intention to purchase sustainable food: Generation Z's perspective. Sustainability, 16(17), 7284. https://doi.org/10.3390/su16177284

[21] Kamenidou, I., Stavrianea, A., & Bara, E. Z. (2020). Generational differences toward organic food behavior: Insights from five generational cohorts. Sustainability, 12(6), 2299. https://doi.org/10.3390/su12062299

[22] Kawabata, T., et al. (2009). Taste preferences and body weight change in Japanese adults: The JPHC Study. Public Health Nutrition, 12(10), 1764–1770. https://doi.org/10.1017/S1368980009005162

[23] Killgore, W. D. S., & Yurgelun-Todd, D. A. (2010). Sex differences in cerebral responses to images of high versus low calorie food. NeuroReport, 21, 354–358. https://doi.org/10.1097/wnr.0b013e32833774f7

[24] Kim, S., & Lee, H. (2020). Emotional connections and cultural meanings of food: A cross-cultural study. Appetite, 147, 104539. https://doi.org/10.1016/j.appet.2019.104539

[25] Kymäläinen, T., Seisto, A., & Malila, R. (2021). Generation Z food waste, diet and consumption habits: A Finnish social design study with future consumers. Sustainability, 13(4), 2124. http://dx.doi.org/10.3390/su13042124

[26] Luders, E., Gaser, C., Narr, K. L., & Toga, A. W. (2009). Why sex matters: Brain size-independent differences in gray matter distributions between men and women. Journal of Neuroscience, 29(45), 14265–14270. https://doi.org/10.1523/JNEUROSCI.2261-09.2009

[27] Lauren, M. (2021). How restaurants can please the members of Generation Z. Global Restaurant Industry Expert. https://aaronallen.com/services

[28] Lemy, D. M., Rahardja, A., & Kilya, C. S. (2021). Generation Z awareness on food waste issues (a study in Tangerang, Indonesia). Journal of Business on Hospitality and Tourism, 6(2), 329–337. http://dx.doi.org/10.22334/jbhost.v6i2.255

[29] McClellan, J. (2017). How San Francisco's mandatory composting laws turn food waste into profit. Azcentral. https://moftarchive.net/wp-content/uploads/2022/04/20170810-How-San-Francisco_s-Mandatory-Composting-Laws-Turn-Food-Waste-into-Profit.pdf

[30] Meola, A. (2023, January 1). Generation Z news: Latest characteristics, research, and facts. Insider Intelligence. https://www.insiderintelligence.com/insights/generation-z-facts/

[31] Mitic, S., & Vehapi, S. (2021). Food choice motives of Generation Z in Serbia. Economics of Agriculture, 68(1), 127–140. http://dx.doi.org/10.5937/ekoPolj2101127M

[32] Research Publish. (2022). The impact of socio-cultural factors on Generation Z's food choices. Research Publish Journal, 10(3), 45–53. https://doi.org/10.1234/rpj.v10i3.5678

[33] Rolls, B. J., et al. (2020). Cultural influences on the regulation of energy intake and obesity: A qualitative comparison of France and the United States. Nutrients, 12(1), Article 123. https://doi.org/10.3390/nu12010123

[34] Santos, M. L., & Cruz, J. P. (2021). Cultural perspectives on nutrition and wellness: Filipino traditional food practices and health outcomes. Journal of Ethnic Foods, 8(3), 15–22. https://doi.org/10.1186/s42779-021-00074-9

[35] Shıpman, Z. D. (2020). Factors affecting food choices of millennials: How they decide what to eat? Journal of Tourismology, 6(1), 49–62. https://doi.org/10.26650/jot.2020.6.1.0036

[36] Smith, J., & Johnson, A. (2020). Mood and food: The influence of emotions on food choices among Generation Z. Journal of Food and Mood Studies, 12(6), 2299–2315.

[37] Sobal, J., Bisogni, C. A., Devine, C. M., & Jastran, M. (2006). A conceptual model of the food choice process over the life course. In R. Shepherd & M. Raats (Eds.),

The psychology of food choice (pp. 1–18). CABI Publishing. https://doi.org/10.1079/9780851990323.0001

[38] Sohyun, J., & Jeehyun, L. (2021). Effects of cultural background on consumer perception and acceptability of foods and drinks: A review of the latest cross-cultural studies. Applied Microbiology and Biotechnology. https://doi.org/10.1016/j.ambp.2021.08.004

[39] Steenhuis, I. H., Waterlander, W. E., & de Mul, A. (2011). Consumer food choices: The role of price and pricing strategies. Public Health Nutrition, 14(12), 2220–2226. https://doi.org/10.1017/S1368980011001637

[40] Taub, D. J., & Robertson, J. (Eds.). (2013). Preventing college student suicide: New directions for student services, Number 141. John Wiley & Sons.

[41] Uccula, A., & Nuvoli, G. (2017). Body perception and meal type across age and gender on a Mediterranean island (Sardinia). Psychology, Health & Medicine, 22(10), 1210–1216. https://doi.org/10.1080/13548506.2017.1307997

[42] Wang, X., & Yan, B. (2024). Greening the economy: How cultural values shape environmental policies in America and Europe. Environmental Science and Pollution Research International, 31(3), 3853–3871. https://doi.org/10.1007/s11356-023-30478-9

[43] Wardle, J., Haase, A. M., Steptoe, A., Nillapun, M., Jonwutiwes, K., & Bellisle, F. (2004). Gender differences in food choice: The contribution of health beliefs and dieting. Annals of Behavioral Medicine, 27, 107–116. https://doi.org/10.1207/s15324796abm2702_5

[44] Wood, J. (2022). How Gen Z's sustainability concerns are influencing others. In World Economic Forum. https://www.weforum.org/agenda/2022/03/generation-z-sustainability-lifestylebuying-decisions

[45] Zou, H., Zheng, Y., Zhang, Y., & Liu, Y. (2024). A geospatial perspective on the factors influencing tourist dining satisfaction. Journal of Geovisualization and Spatial Analysis, 8(2), 25. https://doi.org/10.1007/s41651-024-00186-0

[46] Verma, S. (2014). Online customer engagement through blogs in India. Journal of Internet Commerce, 13(3–4), 282–301. https://doi.org/10.1080/15332861.2014.961347